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**SYSTEM AND METHOD FOR PREVENTING AUTOMATED
CRAWLER ACCESS TO WEB-BASED DATA
SOURCES USING A DYNAMIC DATA TRANSCODING SCHEME**

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ABSTRACT OF THE INVENTION

10 A protection system and associated method prevent the automatic crawler access to
a company's web-based data, without impacting the ability of an interactive user, such
as a consumer, to access the data and to conduct regular business transactions. In one
embodiment, the protection system will not prevent the crawler from downloading data;
rather, the data will be rendered non-extractable by the crawler. In another embodiment,
the protection system will prevent crawler access to the data. To this end, the protection
15 system uses any one or a combination of the following six transcoding techniques:

Transcoding technique that changes the web page structure; transcoding technique that
changes the web page content; transcoding technique that selectively changes web
page variable names; transcoding technique that selectively converts text to images in
the web page; transcoding technique that alters form values when executed; and/or
20 transcoding technique that generates a substantial portion of, or the entire web page
when executed.